Young Innovators Panel – Final Report: Appendix

BLUE MARBLE

Young Innovators Panel – DAY 2 Materials

This appendix includes the slide show and discussion guide used on DAY 2 of the South Staffs Young Innovators Panel. For full report, please refer to *South Staffs YIP 2023 FINAL REPORT.*

BLUE MARBLE

Today's agenda

	What's happening when: Young Innovators	KS3 students
09:00	Welcome	Welcome
09:30	In teams: challenge presentation preparation	Judges' briefing
10:15	Teaching task challenge presentations	Judging
11:30	**Comfort break**	**Comfort break**
11:45	PR24: customer experience and technology	Slogan design challenge
12:00	Group discussion: customer experience & technology	12.30: Judges' deliberation
12:45	**Lunch**	**Lunch**
13:30	Teaching task competition: results & feedback	Results and feedback
14:00	PR24: Plan on a page introduction and report cards	Tour
15:00	**Comfort break**	14.30: day ends
15:15	Target setting and intergenerational fairness	
15:45	Feedback	
16:00	**End of Day 2!**	

Marcel Eberle; Unsplash

Catherine May
Senior Independent Director

Caroline Cooper
Strategy & Regulations Director

Mumin Islam
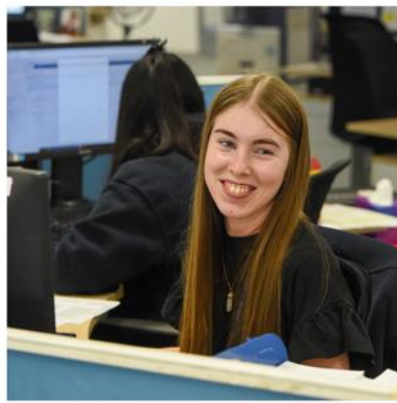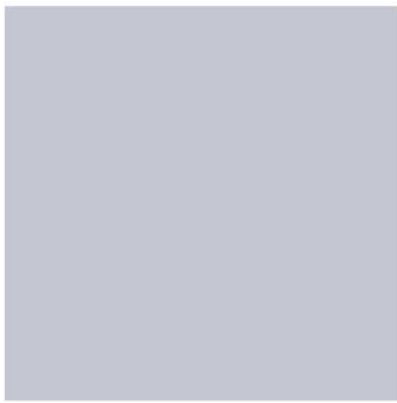Head of Price Review and water efficiency expert

Matt Coles
Chair of Stakeholder Challenge Panel and consumer advocate

KS3 students
- Demetri
- Hannah
- Sophie

Your judging panel – who you need to impress!

Customer experience & technology

South Staffs Water wants to improve customer experience by using technology

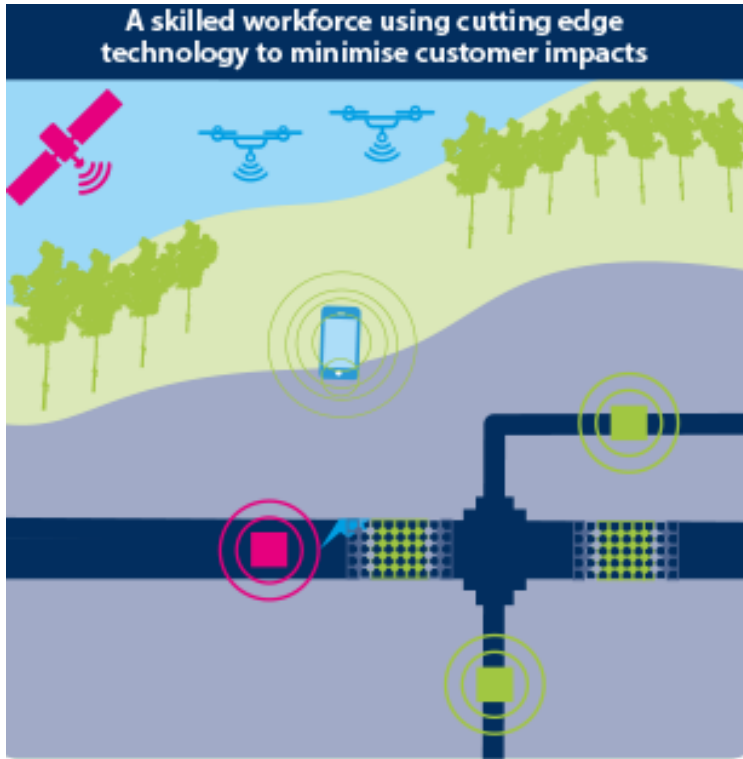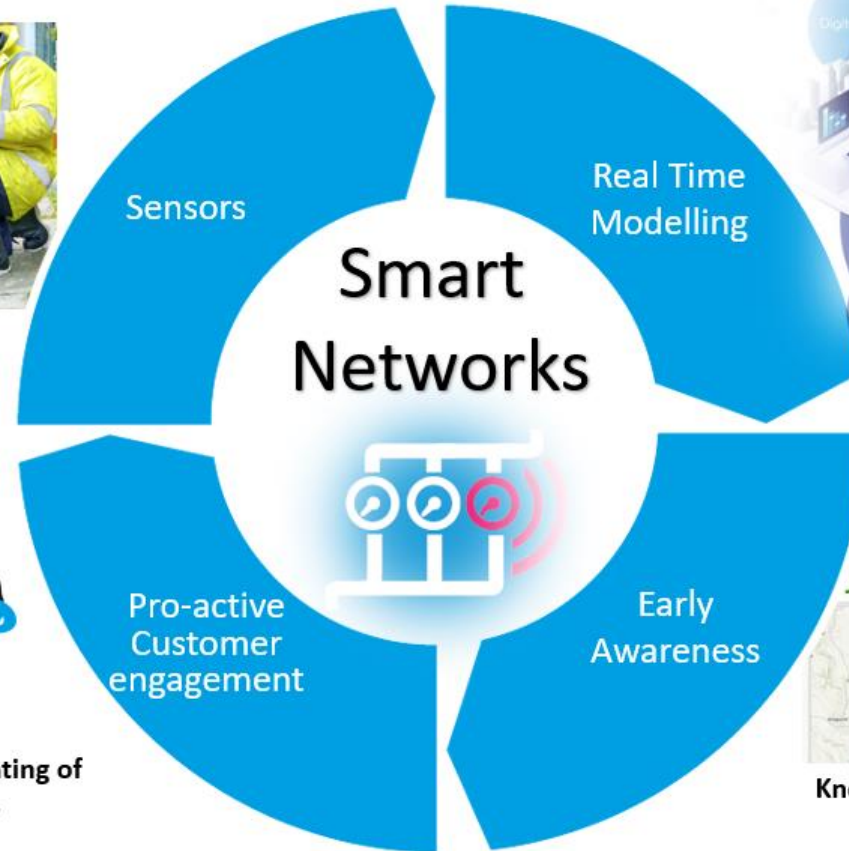| Why do we want to improve?	What do we hope to achieve?
• Using multiple systems to manage all our data and processes to run the business – need to be smarter • To have full integration of our technology so we can make better use of data and insight • Have contact points with customers which better connect them with us no matter their circumstance • To be more proactive at finding problems • To move to a single point of contact so customers don't receive different responses from different people, which can be confusing This particularly affects our customer support services and when customers receive bills to pay.	• Single view of customer so our teams can provide the right response at the right time • Fully integrated platforms across all our channels to offer a seamless service experience - e.g. APP, social, e-mail, phone etc • Better able to provide different bill tariffs in future to suit the customers situation • Always provide an easy and quick customer experience • Better able to identify and support customers who need extra help to access our services • Smart technology which can identify failures on our network, so they can be fixed quickly.

Securing your water future

Example of using technology to pro-actively identify issues with the network before they happen
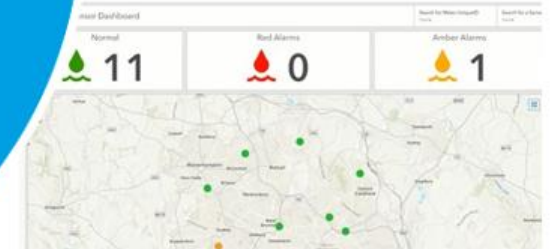

A skilled workforce using cutting edge technology to minimise customer impacts

Water flow and pressure sensors

Auto updating of customers

Smart Networks

Sensors

Real Time Modelling
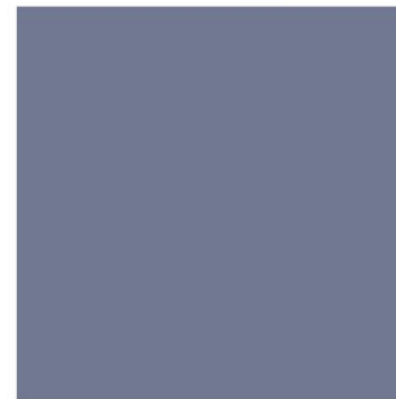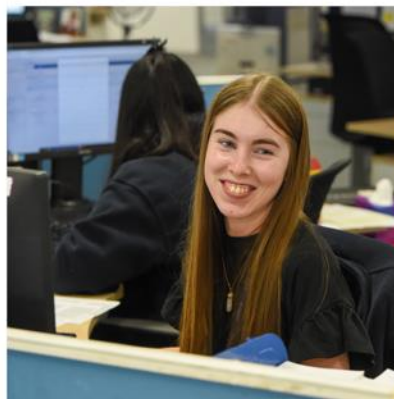
Early Awareness

Pro-active Customer engagement

Live real time monitoring of our water network

Knowing about problems early

Securing your water future
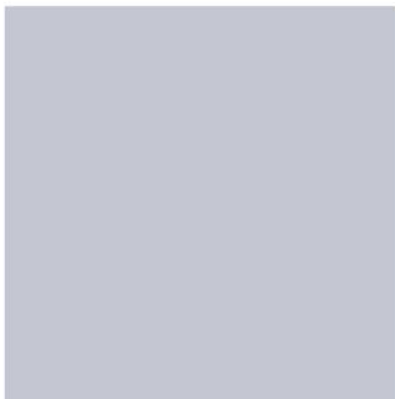
Customer experience & technology – discuss in your groups

Here are some common scenarios where customers need to contact South Staffs Water

Moving to South Staffs Water

Need to set up billing with South Staffs

Reporting a leak

Letting South Staffs know about a leak they have discovered

Struggling to pay bills

Telling South Staffs they are unable or struggling to pay their water bill

Securing your water future

Moving to South Staffs Water

How can technology improve customer service?

- Online account and knowledge portal with facts and advice at your finger-tips about your water service

- Use of AI/smart technology to set-up your online account with no need to interact with a human

Key questions to consider:

1) What does a best-in-class welcome pack look like?

2) What information would you want to have available on the portal?

Securing your water future

Reporting a leak

How can technology improve customer service?

- Geo-locate APP service for customers to send an accurate position of a leak and how bad it is – including photo upload

- Real time updates on when a leak has been fixed to the customer(s) who reported it

- New generation of water meters and Leakbots in homes to identify when a leak is going to happen or has happened so the customers can contact a plumber to identify and fix

Key questions to consider:

1) What does a best in class APP service look like?

2) How best to engage and communicate with customers once they have reported a leak?

3) What would you expect from a leakbot/smarter water meter in the future to help identify leaks – How could AI be used?

Securing your water future

Struggling to pay bills

How can technology improve customer service?

- Send targeted pro-active customer communications offering help/support before a customer falls behind with their bills

- Smart use of data to understand when a customer is getting into debt and then offering payment plans to help manage payments

- Increase the choice of payment methods available to customers, such as QR codes, apple pay and small payments amounts – e.g. £5

Key questions to consider:

1) What types steps could South Staffs take which will be most effective in stopping people getting behind with their water bills?

2) What tone of voice / messaging would work best to get people to take action and not bury their heads in the sand? E.g. customers over 75, serious mental health problems or with a history of significant debt.

Securing your water future
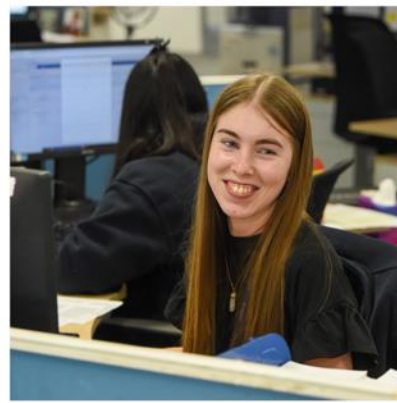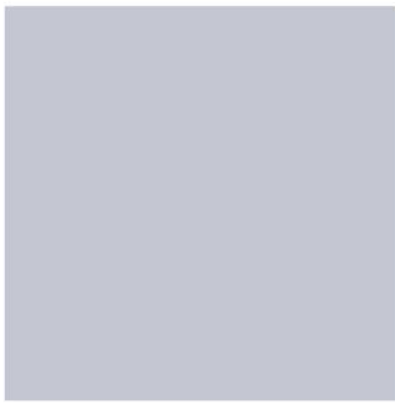
Business plan: 'plan on a page'

The average household water bill in England and Wales and what's included

AVERAGE WATER BILL

£215

What's Included

- Maintaining the network of reservoirs, treatment works, pumping stations and pipes

- Gathering and collecting the water from rivers and reservoirs or pumping it from underground rocks

- Storing the water ready to be treated

- Treating, cleaning and distributing water to properties

Source: Water UK; England and Wales,

Here's an exemplar bill from South Staffs Water

Note that metered customers are charged for how much water they use.

The average bill from South Staffs Water is cheaper than the UK average:

SOUTH STAFFS WATER BILL

£173

South Staffs Water

Green Lane, Walsall WS2 7PD
VAT Registration No. 834 8467 94
www.south-staffs-water.co.uk

Customer Ref.:	MC 0000000/01 ①
Telephone No.:	0345 60 70 456
Opening Hours:	7am - 8pm, Mon-Fri; 8am - 1pm, Sat
Bill date:	25/04/20 ②
Bill Number:	0000000000
Payment due date:	21/05/20 ③
Page:	1 of 3

Mr A B Sample ④
1 Sample Road
Sampletown
Sampleshire
SA1 2MP

Your bill for water services
from 12th October 19 to 14th April 20 for 1 Sample Road ⑤

If you want to find out more about South Staffordshire Water why not visit our new website at www.south-staffs-water.co.uk
Your charges are explained on the next page.

Payments received since last bill:	£167.70
Balance brought forward (after any payments above):	£0.00 ⑥
Total water charge:	£66.45
Total used water charge:	£94.14
Total charges:	£160.59
Total amount due:	**£160.59** ⑦

Download our app
You can easily view your bill, make a payment, submit your meter readings, report leaks and find ways to contact us through our app.
Visit your app store today and search South Staffs Water.

Help with paying
If you're on a low income, we may be able to support you with paying your water bill by offering you a discount on your water charges.
Visit our website www.south-staffs-water.co.uk/assure

This bill is for INFORMATION ONLY.
Thank you for paying your bill by Direct Debit. You do not need to send any other payment.

Direct Debit Instalment Information
The amount due will be collected on or after the dates shown below

Due Date	Amount	Due Date	Amount	Due Date	Amount	Due Date	Amount
21/05/20	£160.59 ⑧						

Here's how South Staffs Water uses the money it gets from customers' bills

■ Water production, treatment, pumping, network repairs and operations – keeping the supply going

■ Customer services, meter reading, billing and payment collection

■ Spending needed on long-term assets– e.g. building a new water treatment works or new pipes

■ Financing – the cost of debts and paying taxes

■ Shareholder dividends – the amount paid from the company to the shareholder so they can earn a return on their investment

Dividends

Dividends £8 m

Total revenue £132 million

50%

5%

11%

22%

12%

Total business running costs £124 million
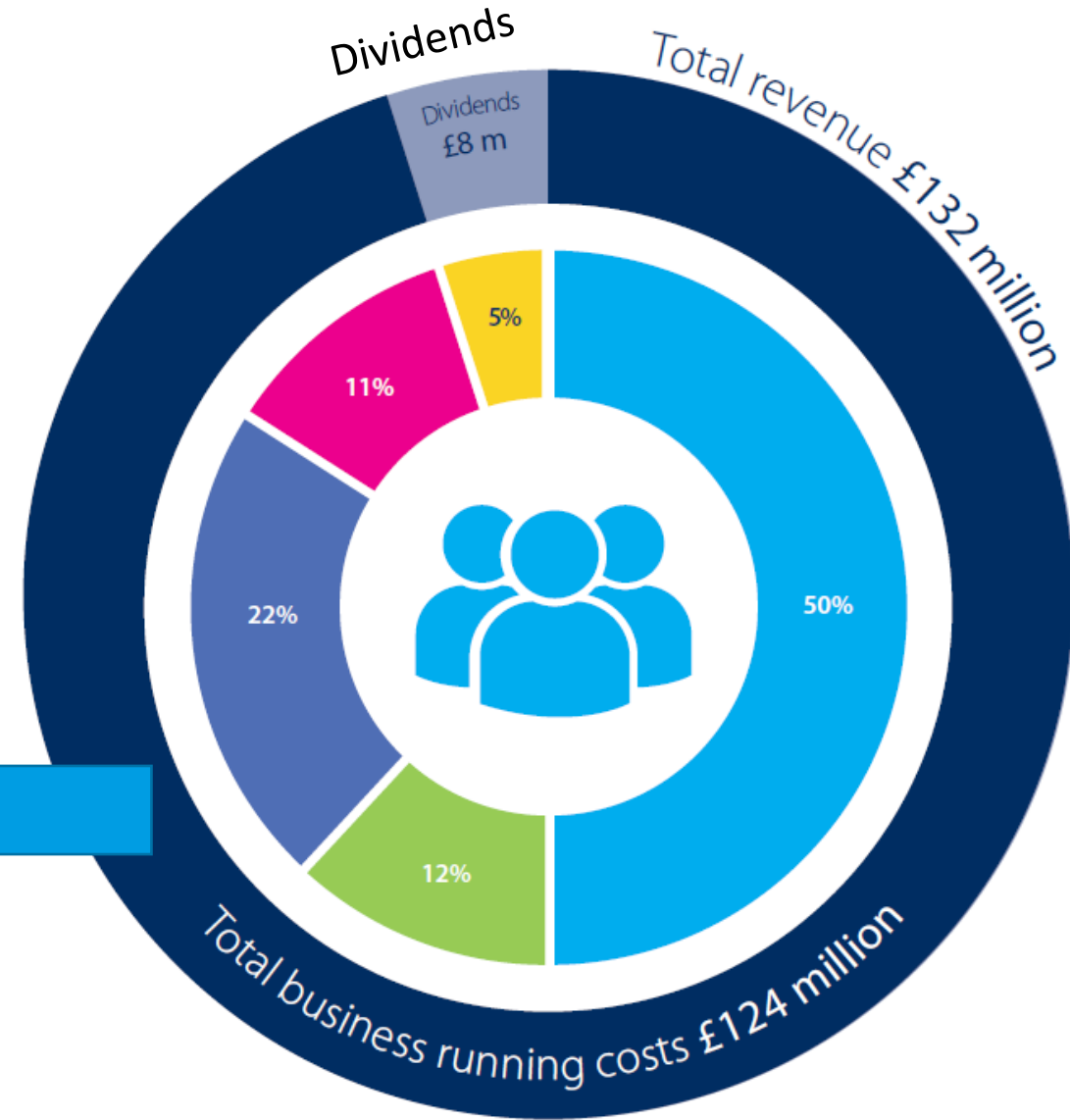
This means for every £1 paid on your clean water bill, 50p goes to water production, treatment (etc), 12p goes to customer services, 22p goes to the annual cost of investing in upgrading and building new infrastructure such as pipes and treatment works

Business plan – what's involved

Regulation
OFWAT regulates the amount of money water companies are allowed to charge its customers to provide the service and make improvements – important as household customers can't change supplier

Planning
Water companies prepare a business plan setting out the improvements they want to make over the coming 5 years, including how much bills will rise to pay for the changes

Submission
The plan for 2025-2030 is submitted to Ofwat for review in 2023 – very soon! The company is currently engaging a wide range of customers, household and domestic to gain their thoughts and discuss their views on it

WE NEED YOU!

WHAT DO FUTURE CUSTOMERS THINK ABOUT THE PLANS?

Any investment South Staffs Water makes has to strike a balance between the three areas below

Environment
Leaving the water environment (i.e. rivers, streams, underground aquifers and reservoirs) in a better state for future generations.

Affordability
How to balance the cost of the investments needed, whilst ensuring affordable water bills for all customers.
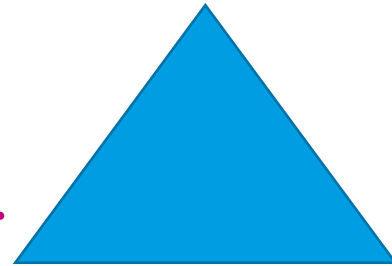
Climate change resilience
Providing a resilient service in the face of changing weather patterns, a growing population, increasing customer expectations and an ageing network.

The water industry 'trilemma'

The proposed plan to meet the challenges faced

	Environmental challenges	Water quality challenges	Resilience challenges
Challenges	• Currently, only **14%** of rivers in England are classed as healthy and able to fully recover if damaged. • Population growth (close to **20%**) and climate change means less water for the environment and more pressure on supplies to meet human demand • Reducing carbon emissions from our operations to help tackle global warming.	• The water environment is becoming increasingly polluted, which means finding better ways to treat it to make safe for human consumption. • There are risks in the pipe network – such as lead pipes. Around 1 in 4 properties are supplied by lead pipes.	• Ageing infrastructure that needs investment to ensure it is fit for the future. • More storms, cold snaps and periods of very hot weather means we need to protect our sites to reduce the chance of them failing.
Bill Impact	• **£16m*** to help restore the water environment. • **£37m*** to roll out new metering technology across our customer base. • **£57m*** to lay the preparations for new water sources – a major new reservoir and a water transfer. • **£6m** to install solar panels at our sites **£116m or £12.10 on the average annual bill** **+£12.10 per year**	• **£4m*** to improve the filtration process across water treatment sites and mains cleaning to remove sediment build up. • **£13m*** on improved disinfection processes at seven of our sites, including ultraviolet (UV) treatment. • **£7m** to increase the rate at which lead pipes are removed from properties, including targeting vulnerable groups. **£24m or £2.50 on the average annual bill** **+£2.50 per year**	• **£9m** on laying more pipes, so if one fails we can still move water around to customers. • **£10m** on upgrading our sites – e.g. power generators to ensure resilience to power cuts • **£3m** on using smart sensors and technology to identify issues before they cause damage to pipes and other parts of the network. **£22m or £2.30 on the average annual bill** **+£2.30 per year**
Benefits of investments	• More water environments to have a healthy level of water flowing in them and to allow habitats to flourish. • Water usage can be better understood, help spot leaks faster and offer customers new tariffs to help encourage people to use less. • Ensures secure and reliable water supplies, now and in the future.	• Fewer customers impacted by unwanted changes to their water supply - taste, smell and colour • Extra layer of protection from potential water quality risks. • Reduced dependence on chemicals added to treat water in the long run. • Reduced number of lead supply pipes found on customer properties.	• Less chance of any failures which shut down water production sites, which therefore keeps water flowing, even with increasing extreme weather conditions. • Improved ability to identify issues proactively to better manage our network for domestic and business users.

* These investments are the ones that your water company has put forward in its plan as the best way to meet statutory/legal requirements

Team task to evaluate the plans

South Staffs want your perspective as future customers on their future plans

Create a mind map to show us what you think:
- What are the good aspects?
- What concerns you?
- How it makes you feel about South Staffs?
- Is it fair for all?
- Are your interests covered as a future customer?
- What would you change?
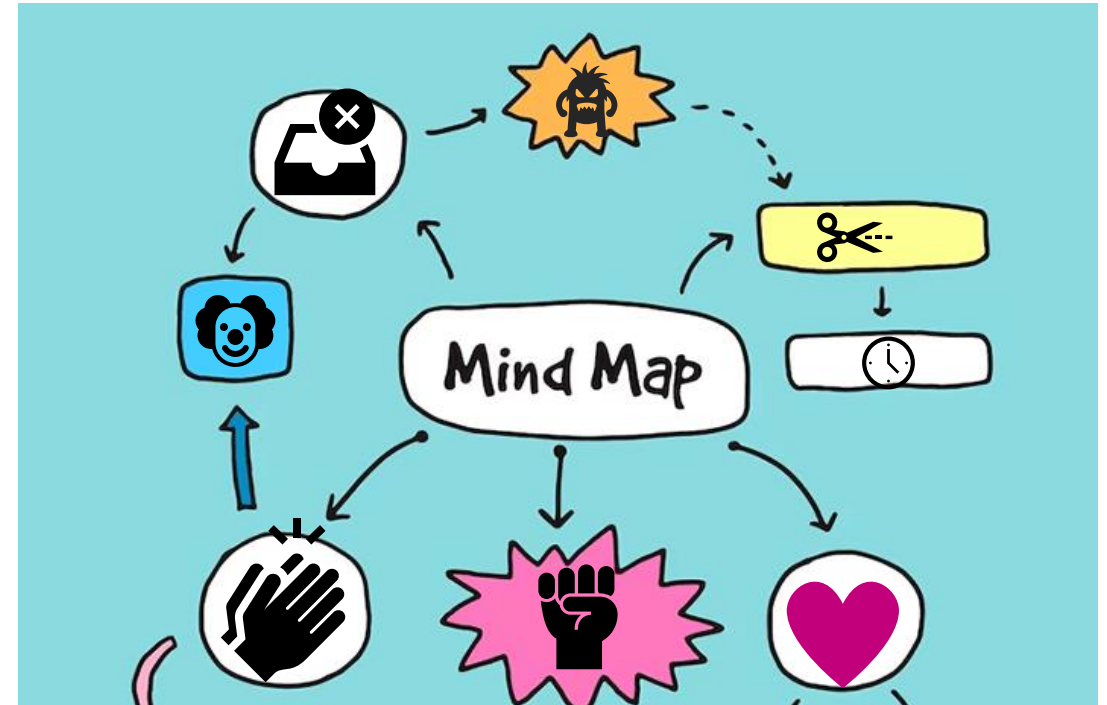
The proposed plan to meet the challenges faced

Environmental challenges

Challenges

- Currently, only **14%** of rivers in England are classed as healthy and able to fully recover if damaged.
- Population growth (close to **20%**) and climate change means less water for the environment and more pressure on supplies to meet human demand
- Reducing carbon emissions from our operations to help tackle global warming.

Bill Impact

- **£16m*** to help restore the water environment.
- **£37m*** to roll out new metering technology across our customer base.
- **£57m*** to lay the preparations for new water sources – a major new reservoir and a water transfer.
- **£6m** to replace our fleet with electric vehicles

£116m or £12.10 on the average annual bill

+£12.10 per year

Benefits of investments

- More water environments to have a healthy level of water flowing in them and to allow habitats to flourish.
- Water usage can be better understood, help spot leaks faster and offer customers new tariffs to help encourage people to use less.
- Ensures secure and reliable water supplies, now and in the future.

The proposed plan to meet the challenges faced

Water quality challenges

Challenges

- The water environment is becoming increasingly polluted, which means finding better ways to treat it to make safe for human consumption.
- There are risks in the pipe network – such as lead pipes. Around 1 in 4 properties are supplied by lead pipes.

Bill Impact

- **£4m*** to improve the filtration process across water treatment sites and mains cleaning to remove sediment build up.
- **£13m*** on improved disinfection processes at seven of our sites, including ultraviolet (UV) treatment.
- **£7m** to increase the rate at which lead pipes are removed from properties, including targeting vulnerable groups.

£24m or £2.50 on the average annual bill

+£2.50 per year

Benefits of investments

- Fewer customers impacted by unwanted changes to their water supply - taste, smell and colour
- Extra layer of protection from potential water quality risks.
- Reduced dependence on chemicals added to treat water in the long run.
- Reduced number of lead supply pipes found on customer properties.

The proposed plan to meet the challenges faced

Resilience challenges

Challenges

- Ageing infrastructure that needs investment to ensure it is fit for the future.
- More storms, cold snaps and periods of very hot weather means we need to protect our sites to reduce the chance of them failing.

Bill Impact

- **£9m** on laying more pipes, so if one fails we can still move water around to customers.
- **£10m** on upgrading our sites – e.g. power generators to ensure resilience to power cuts
- **£3m** on using smart sensors and technology to identify issues before they cause damage to pipes and other parts of the network.

£22m or £2.30 on the average annual bill

+£2.30 per year

Benefits of investments

- Less chance of any failures which shut down water production sites, which therefore keeps water flowing, even with increasing extreme weather conditions.
- Improved ability to identify issues proactively to better manage our network for domestic and business users.

* These investments are the ones that your water company has put forward in its plan as the best way to meet statutory/legal requirements
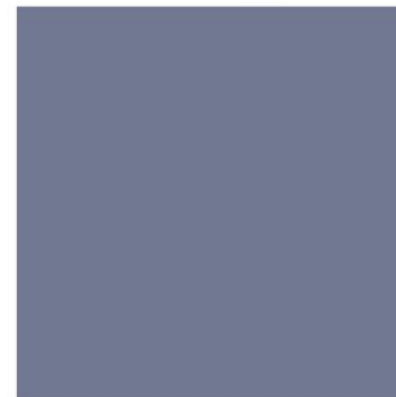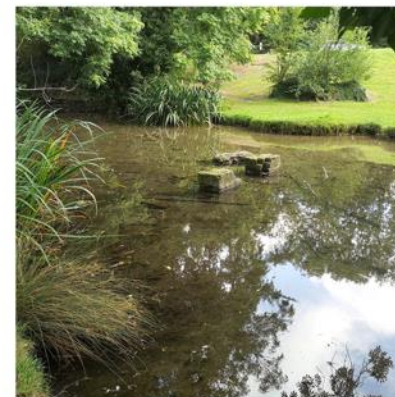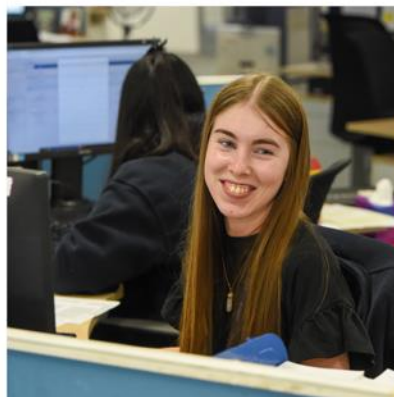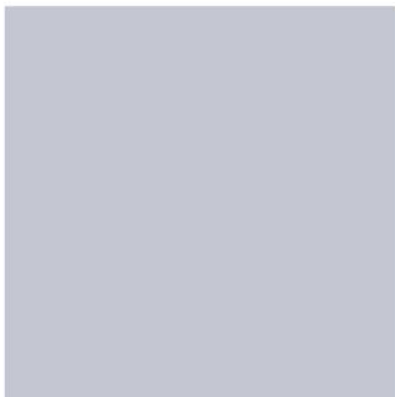
Target setting and intergenerational fairness

South Staffs Water's proposed performance targets for 2025-2030

Performance: 2021/22 industry rank: 14th of 17

Performance impacted by factors such as condition and age of network and extreme weather events.

Over the next 2 years investing an extra **£4m** to help ensure we maintain our progress.

Our ambition is to reduce leakage by **50% by the 2050 target** from 2017/18 levels, and our interim targets reflect this trajectory.

Targets for reducing the amount of water lost due to leaks from water mains and pipes.

| | 106 | 91 | | 69 | | 39 |

120
100
80
60
40
20
0

2019-20 (actual) 2021-22 (actual) 2029-30 (forecast) 2050 (forecast)
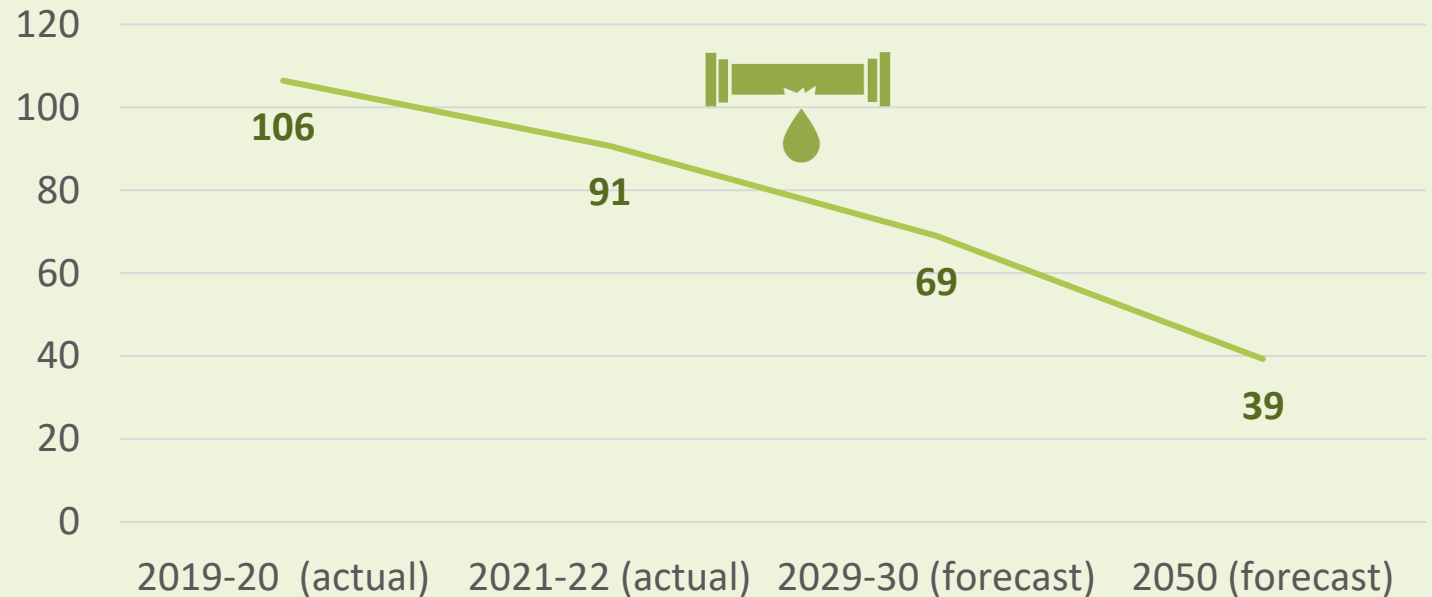
Amount of water lost from pipes per property per day.
(A lower number is better.)

Strategy:

Use advanced leakage detection techniques and increased smart metering to find leaks quicker on both our pipes and those on customer properties. This means we will take less water from the environment.

South Staffs Water's proposed performance targets for 2025-2030

Appearance, taste and smell of tap water

Performance: 2021/22 industry rank: 5th of 17

Improvements in recent years through setting challenging targets that go above and beyond statutory requirements across our whole water supply chain.

The latest major upgrades to our two largest water treatment works due for completion in 2025 will help maintain the positive trend.

Strategy:

Building on our largest-ever investment programme for water quality, we will further invest in addressing specific risks to achieve sector leading levels of customer contacts about the colour, taste and smell of their drinking water.

Targets for reducing the number of incidents of discoloured water (e.g. brown tinge); or a strange taste or smell occurring.

	2019-20 (actual)	2021-22 (actual)	2024-25 (forecast)	2029-30 (ambition)
	1.13	0.76	0.60	0.40
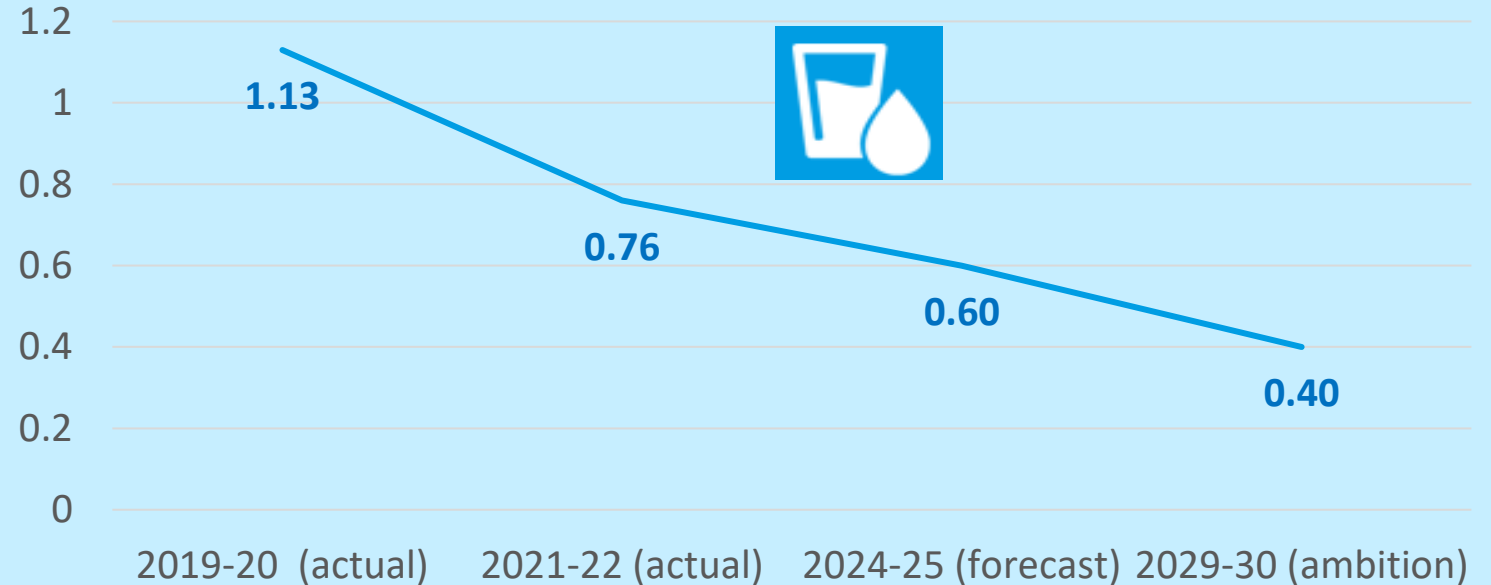
Number of customer contacts received regarding incidents, per 1,000 properties. **(A lower number is better.)**

South Staffs Water's proposed performance targets for 2025-2030

Unplanned interruptions

Performance **2021/22 industry rank: 4th of 17**
Delivered and maintained a step-change in performance from over 8 minutes in 2017-18.

Achieved through redesigning our operations to facilitate rapid responses to customer supply interruptions.

Our ambition is to continue this trend and maintain our top 4 position, in at least 4 of the years between 2020-2025.

Targets for reducing the average length of time properties are without water.

04:00

03:00   03:21   03:15   03:08
                                                      02:30
02:00

01:00

00:00

2019-20 (actual)   2021-22 (actual)   2024-25 (forecast)   2029-30 (ambition)

Duration without water for more than 3 hours by minutes per property. **(A lower bar / number is better.)**

Strategy:
Build on our performance by continuing to invest in our pipe networks and invest in technology to allow more real time intelligence on our networks. This will allow us to react even quicker in the future.
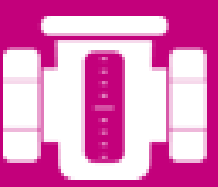
Unplanned interruptions

What do you think about South Staffs Water's performance?

What do you think about South Staffs Water's targets?

What do you think about South Staffs Water's strategy?

Appearance, taste and smell of tap water

What do you think about South Staffs Water's **performance?**	What do you think about South Staffs Water's **targets?**	What do you think about South Staffs Water's **strategy?**

Reducing leaks

What do you think about South Staffs Water's **performance?**

What do you think about South Staffs Water's **targets?**

What do you think about South Staffs Water's **strategy?**

Investments can be delivered at different speeds – which impacts how much different generations of bill payers will contribute to their cost
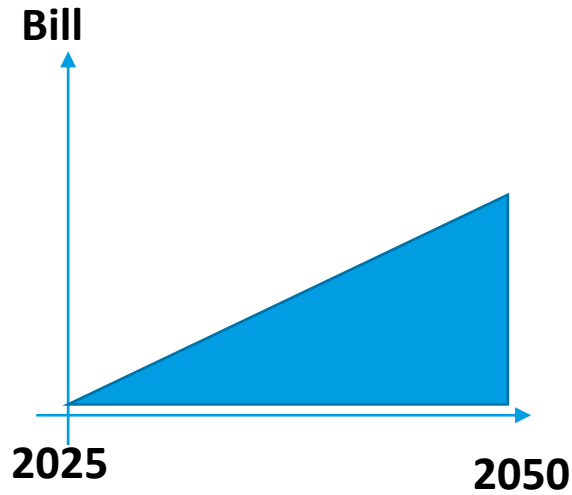
Bills rise steadily over time, and there is an even level of investment and improvement in services over time

Option 1: All generations pay equally
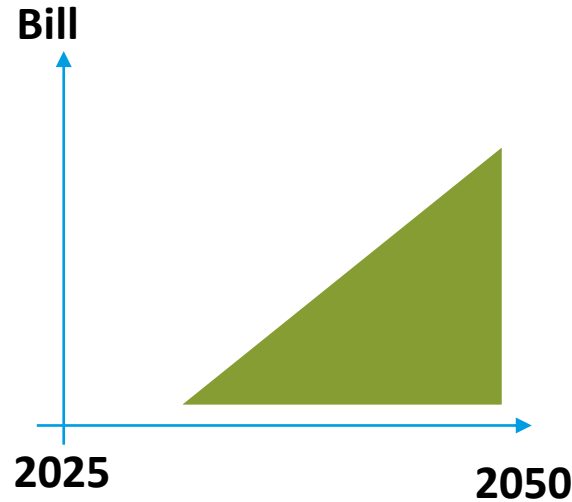
No bill increase now, then the bill increases more sharply so the benefits are delivered later

Option 2: Future customers pay more
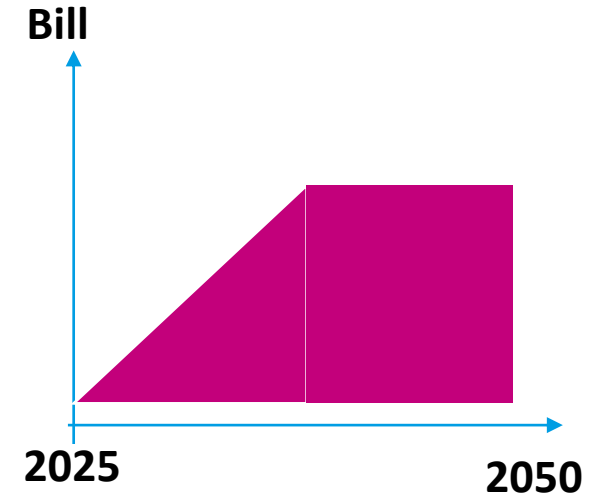
Bills increase in the next few years, allowing improvements to be made sooner.

Option 3: today's bill payers will see the biggest increase to bills

Phasing of customer bills: resilience investment example

The challenge

- Climate change is causing more extreme weather conditions that put additional stress on the water network = e.g. more burst pipes, flooding might damage a treatment works of pumping station.
- This increases the chance of supplies being cut off, temporary use bans (a.k.a. Hose pipe bans), or changes to colour, taste and odour of water.
- It is inevitable that investment in resilience must increase to ensure the service levels customers expect can be delivered.

Investment solutions

- **Replacements of ageing assets** with new materials so they are more robust to extreme weather e.g. pipes.
- **Increased storage capacity (local service reservoirs)** to hold more water to use in incidents caused by extreme weather – e.g droughts
- **Latest sensors to monitor assets**. Enables better assessment of ones most at risk of failure and so prioritise replacements.
- **Increased back up options** such as power generators, that kick in if there is a power cut.

Resilience: the capacity to <u>withstand</u> or to recover quickly from difficulties; <u>toughness</u>.

Phasing of customer bills: resilience investment example

Bill Impact £

2025   2030   2035   2040   2045   2050
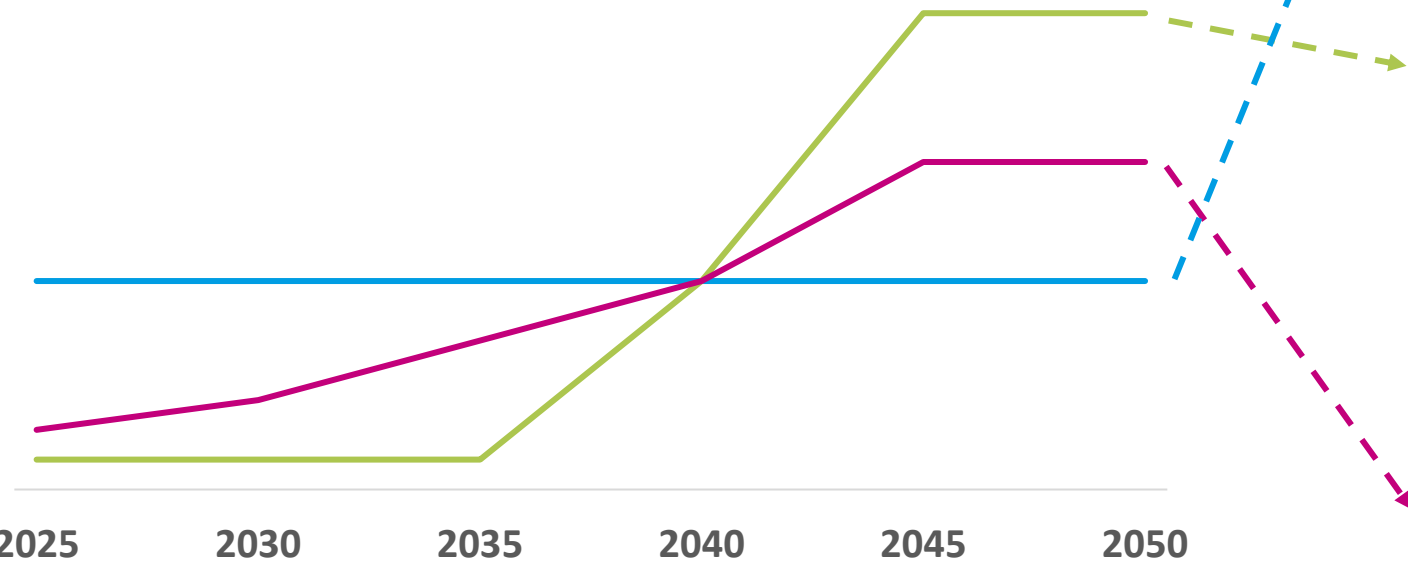
Option 1: All generations pay equally

- Investment **in risks** which may not materialise in the future.
- Equal spread of costs over 25 years to avoid bill shocks.

Option 2: Future generations pay more

- Investment **only in risks** which already have/will materialise.
- Risk infrastructure failure in the short term which may cause deterioration of service levels.
- High chance of bill shocks for future customers.

Option 3: Phase up

- Investment in **most likely risks**, allowing adjustments for emerging circumstances, prioritising these based on the best value for customers
- Smooth increase in bills over time, but higher chance of increased bills for future generations.

BLUE MARBLE

South Staffs Water
Young Innovators' Panel
Discussion guide & logistics for table facilitators – DAY 2

Length	
Format	In-person engagement event 25 Young People 16 – 18-year-olds
Logistics	Arrive at 08:00 for set-up Pack-up 16:00 – 16:30 Conference suite, South Staffordshire Water PLC, Green Lane, Walsall, WS2 7PD
Objectives	• Support participants to present their teaching resource output and receive feedback • Gain insight into whether SSW's PR24 plans (plan on a page / retail strategy) meet the expectations of YP (focussing on aspects meaningful to YP) • Elicit high level YP views on intergenerational fairness Additionally: • Alternative activities for KS3 panel members

Time	Format	Session	KS3
08:00		Set-up (30 minutes)	
08:30		Registration & refreshments (30 minutes)	
09:00	Plenary	Welcome (30 minutes)	Welcome
09:30	Groups	Team presentation prep time *(and judges' briefing)* (45 minutes)	Judges briefing
10:15	Plenary	Teaching task challenge presentations (1h 15)	Judging
11:30		**Comfort break (15 minutes)**	Comfort break
11:45	Plenary	PR24: customer experience and tech (15minutes)	Mini challenge
12.00	Groups	Group discussion: Customer experience & tech (45 minutes)	12.30- join judges deliberation
12:45		**Lunch (45 minutes)**	Lunch
13:30	Plenary	Teaching task competition: results & judges feedback (30 minutes)	Results

14:00	Plenary	PR24: Plan on a page introduction and mind mapping exercise (1h)	Tour – home at 2.30
15:00		**Comfort break (15 minutes)**	
15:15	Plenary	Target setting and intergenerational Fairness discussion (30 minutes)	
15:45	Plenary	Thanks and close	

Duration	Activity	Materials	Slide no.
08:00	Set-up checklist: • Set-up 3 tables, with enough chairs for 8 participants + 1 BM (+ chairs nearby for SS staff to pull up if they want to observe). Tables should have pens and paper for students to use. Place team colour card on table, so students know where to sit. • Set-up welcome desk, laptop with sign in list, name badges, photo/comms consent forms • Check catering OK for the day • Check WIFI and projectors working	Pens and paper Team colour cards	
8.30	**Registration & refreshments** • KZ to manage sign-in, name badge indicating team/table, consent forms • Give red lanyards to students who do not consent to being recorded • Remind where toilets are and refreshments • Others to float and greet	Digital attendance spreadsheet Name badges Consent forms Red lanyards	
09.00	**Welcome** Plenary: Lead facilitator to cover welcome information, process, objectives etc. **Ice breaker activity (led by LF)**		Slides 1-8 (master deck)

	• Students to get into line demonstrating who travelled the furthest to get to the Panel • Students to then turn to the person next to them and find out one interesting fact about them – which is then fed back to the group		
09:30 (main room, commercial suite, Windsor)	**Team preparation time** Teams given time for final practice for their teaching resource presentation. BM table facilitators to float around teams and support. NB. encourage bathroom break before 10 if needed		
09:30 (innovation hub)	**Judges' briefing** (EF) EF to meet judging panel and re-cap teaching task competition and go through the judging criteria / score-sheet etc. and that feedback will be needed for teams.	Judging criteria and score-sheet (hand outs)	Judges briefing deck
10:15	**Teaching task challenge presentations** Lead facilitator to facilitate teams to present their task outputs. 4 x 10 min presentation + 5 min questions from judging panel. 15 min wiggle room Announce comfort break, students to be back for 11.30.	Anonymous slido vote (1-5 stars) after each presentation on how well resource meets objectives	Slides 11-20 (master deck)
11:30	**Comfort break**	Refreshments	
11.45 Plenary	**PR24: customer experience & tech** Led by EF. Slido polls: • Word cloud: what does technology allow your generation to do? • Word cloud: What are the limitations/dangers of technology? • How do you feel about the impact of technology on your generation in the future? Sliding scale question (where 1		Slides 23 – 26 (master deck, SLIDO polls)

	is hopeful and 10 is concerned) **South Staffs to explain new customer experience strategy and role of technology.** Now we're going to break out into **3 groups** to discuss customer service, technology and South Staffs Water's plans further.		Slides 27-28 (master deck)
11.45 **Mini judges challenge (EE) – commercial suite** **11. 55** **12.20**	**KS3 reading exercise** EE to present 'wonderful word of water slide' then read shortened Guardian article to students and support them to answer worksheet (slide 5) **Slogan design challenge** EE/external comms person to talk through importance of Can for Cam campaign, and what makes a good campaign – then introduce poster task for students to work on independently. 1. Students to use their phones to research the names of rivers in the South Staffs supply area (shown in the map on slide 10) 2. Students to create a catchy slogan like the 'Can for the Cam' campaign, which will encourage people to protect their chosen river by saving water 3. Students to create an eye-catching poster using their slogan **Presentation and feedback** Students to present their slogan ideas and posters to Emily,	A4 paper Coloured pencils/pens Mini judge task deck (handouts)	Slide 4 and 5 (mini judge task deck) Slides 6-9

	and explain how they will encourage people to save water. She will then judge which is the most effective.		
12.30 Commercial Suite/Innovation Hub	**Judges deliberation – judges to join KS3 students and get their feedback until 12. 45. Discussions can then continue over lunch if required in the Innovation Hub. EF to feedback SLIDO student vote scores.**		
12:00 Facilitated Groups : two groups in main room, Windsor	**Group discussion: customer experience and tech: table moderators** Remind about: recording the discussion to help our analysis and reporting. The recording will remain confidential and deleted after the project has closed – their names won't be included in the report. Themes of the discussion will be shared with South Staffs Water but comments will not be attributed to an individual. **[press record and place audio recorder in middle of table].** *We want to now discuss your views on companies and customer service* Warm up: spend 2 mins talking to your neighbour, telling them which company you admire or think is fantastic at looking after/serving customers – and why. Ask one of each pair to tell the group what their neighbour said – go around the group • Around the table, share examples of these companies – and why you admire them? • *Probe for values/ethos/customer service experiences* • Can you think of an amazing customer service experience	Discussion guides Audio recorders Flipchart paper Pens	

you've had recently? What made the service so good?
- What impact, if any, do you think that technology can have on company's customer service? Can you think of some examples.

LF to introduce three common scenarios where customers need to contact South Staffs

1. *Moving to South Staffs area*
2. *Reporting a leak*
3. *Struggling to pay bill*

NB, order of scenarios: Group 1 = 123, Group 2 = 132, Group 3 = 123

Cover one scenario at a time – aim to consider 2 scenarios, or 3 if you have time:

A) How, if at all, do you think that South Staffs Water should be using technology to improve its customer service offering in this scenario?

   o Brainstorm for each scenario…what do you expect from South Staffs as an 'amazing' service provider…

B) Let's see how using tech in this scenario will enable South Staffs to improve its customer service: **Show stimulus**
   o What meets or exceeds expectations?
   o Any concerns or missing elements?
   o Anything that you would change about the plan in this context?

C) Once all three journeys have been discussed:

Slides 30-33 (master deck)

	Overall, do you think these meet your expectations as young people?		
12:45	**Lunch** **Judging to continue over lunch if required – EF to feedback student vote results to judges** o 13:20/25: encourage students to start returning to tables	Catering	
13:30	**Teaching task competition: results & judges feedback** Lead facilitator to host	Prizes	
14:00 Plenary **14. 10**	**PR24 Plan on a Page** LF: We're now going to look at some of South Staffs ideas for their next business plan for the period 2025 – 2030 that they want your feedback on. LF to introduce **South Staffs speaker, who will talk about how money from bills** is used, the impact that investments have on bills (business plan context) and the trilemma. South Staffs speaker to then introduce plan on a page three themes. **Mind map exercise on tables** **3 Teams to work on all 3 goals** Create a mind map as a team to show your thoughts and feelings about this plan • What are the good aspects? • What concerns you? • How it makes you feel about South Staffs? • Is it fair for all? • Are your interests covered as a future customer? • What would you change?	Master deck Flip chart, post-its, board pens Print outs of 3 plan on a page areas (43-46 master deck)	37-41 (master deck, South Staffs to present) Slide 43

BLUE MARBLE

14. 40 **14. 50**	Table facilitators to support students in creating a mind map **Feedback to group** Students to nominate speaker and feedback to the whole group on their mind maps EF to lead: **SLIDO polls (anonymous)** • To what extent do these plans fit with your expectations as future customers? (five point scale) • Which of the three goals do you feel is most important? Why?	SLIDO poll	Slide 48 (master deck)
15:00	• **Comfort break**	Catering	
15:15 **Plenary**	**Target setting** **Group discussion on tables** **Press record** In order to fulfil the goals set out in their business plan, South Staffs Water sets itself targets Can you think of some examples of times when you've needed to set yourself goals as sixth formers? How do you do this (if at all)? What's the best way to create and execute a plan? Prompts: revision, UCAS applications, practising a sport/hobby, saving money. **Table moderator to briefly mind map answers** Let's look at some of the targets South Staffs are proposing as part of their 2025-2030 business plan – these are three of the most important areas for customers. Facilitator to repeat for each target and fill out template		Slides 51-56 (master deck)

	o What's your initial response to this target? o What do you make of the ambition of the plans? o Is there anything you'd add to/change about the plans?		Slide 57 (master deck)
	Move back to plenary for bill impact discussion: LF plus Slido (EF) Investments can be delivered at different speeds – which impacts how much different generations of bill payers will contribute to their cost. There are 3 options for delivering on investments. 1. **Bills rise steadily over time,** and there is an even level of improvement over time *In this scenario, **today's bill payers and future bill payers** will see a steady increase to their bills* 2. **Bills increase in the next few years**, allowing improvements to be made sooner. *In this scenario, **today's bill payers** will see the biggest increase to bills* 3. **No bill increase now**, then the bill increases more sharply so the benefits are delivered later *In this scenario, **future bill payers** will see the biggest increase to bills* EF to lead Slido poll (anonymous) • Which bill phasing option do you prefer for your generation as future customers? • Why? • Which bill phasing option do you prefer for society as a whole? • Why	SLIDO poll	Slide 58 (master deck) Slides 59-60 (master deck)

	Now let's look at an example of bill phasing in action LF to explain bill phasing options for RESILIENCE **EF to lead Slido poll (anonymous)** • Which bill phasing option do you prefer for your generation as future customers? • Why? • Which bill phasing option do you prefer for society as a whole? • Why • Based on everything you have seen and read about South Staffs Water's business plan, how acceptable or unacceptable is it to you? • Completely acceptable • Acceptable • Unacceptable • Completely unacceptable • Don't know/can't say Why do you say this?	SLIDO poll	Slide 61 (master deck)
15.45	**Thanks and close** Lead facilitator to cover closing words / encourage South Staffs staff to join in. EF to prompt for SLIDO feedback forms	Event feedback forms on SLIDO Signed forms for UCAS Prizes/goodie bags	Slide 63 (master deck)
16:00	**Close**		